

**Amendments to the Specification:**

Please add this new paragraph beginning at page 28, line 26:

C1

At step 406, the profile for use by the telephone interface is updated.

Please replace paragraph beginning at page 33, line 16, with the following amended paragraph:

Embodiments of the invention support the presentation of targeted advertising, or other content, to callers of the voice portal 110 as shown at step [[508]] 506. The two primary types of targeted advertising supported by embodiments of the invention will be described. The different types of targeted advertising can be combined as well.

C2

Please replace the Abstract on page 65 with the following replacement Abstract which is being submitted on a separate sheet: